

Negative advertising undermines the democratic process and demeans the constituency.

If people want to make an informed decision, they should be presented with unbiased information. I don't appreciate the Jerry Springer format of political campaigns. People buy products based on an appealing ad. Although elections aren't as simplistic as commercial ads, the political ads should appeal to the political 'consumer'. There would probably be a larger voter turn out if people felt they made an intelligent decision.